



Child Passenger Safety

Wave 6 Tracking Report

October 2018

Topline Findings

1

Issue awareness remains high but declined slightly from 2016/2017; TV ads and digital ads are key awareness drivers in 2018.

2

Overall campaign recognition fell slightly from 2017 to 2018, possibly reflecting the age of the assets and declining donated media. URL recognition was stable. There was slight growth in recognition of the TV and radio assets launched in 2015.

3

More than half of respondents reported seeking information about which car safety restraint to use, stable from the 2017 high point. Those aware of ads are more aware of the issue and more likely to be seeking information compared to those not aware.

4

Parents of younger children are most likely to seek information about child safety restraints. Information-seeking has increased for all child age groups since 2014.

5

The proportion of White Non-Hispanic respondents who sought information was at the highest point to date, while reported information-seeking declined significantly from 2017 among African American respondents.

Methodology

What?

Child Passenger Safety - Online Survey

When?

Wave 1: April 10-17 + April 26-27, 2012

Wave 2: March 4 – March 16, 2013

Wave 3: March 13 – April 3, 2014

Wave 4: March 14 – March 28, 2016

Wave 5: March 21 – April 9, 2017

Wave 6: August 16 – September 4, 2018

Who?

Parents/guardians of children ages 0 to 12

Required to drive at least once per week with child

Wave 1: n=996; Wave 2: n=1,000; Wave 3: n=1,000, Wave 4: n = 1,000, Wave 5: 1,000; Wave 6: 990

Where?

Nationwide

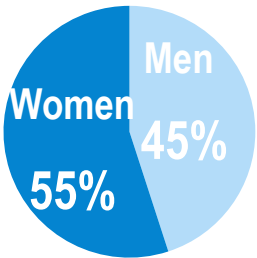
How?

Online panel survey fielded by C+R Research, Inc.

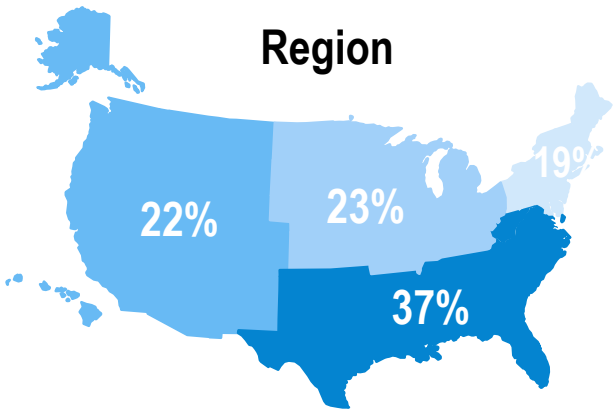
Wave 6 respondents were:

All parents/caretakers of children 0-12

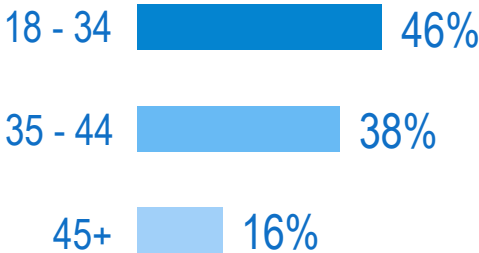
Gender



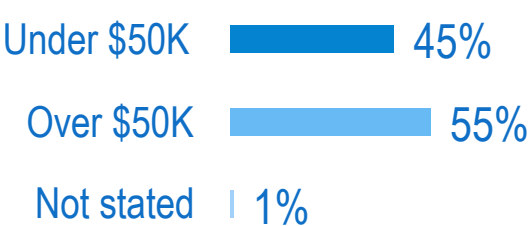
Region



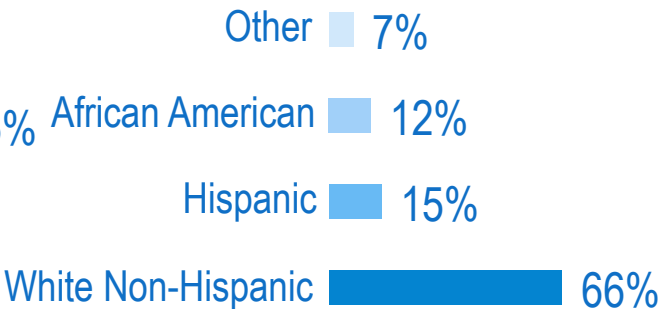
Age



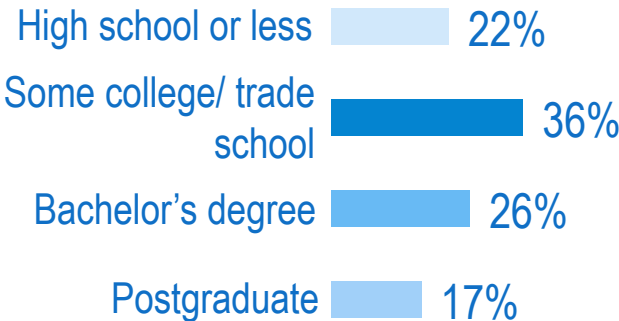
Household Income



Race/ethnicity

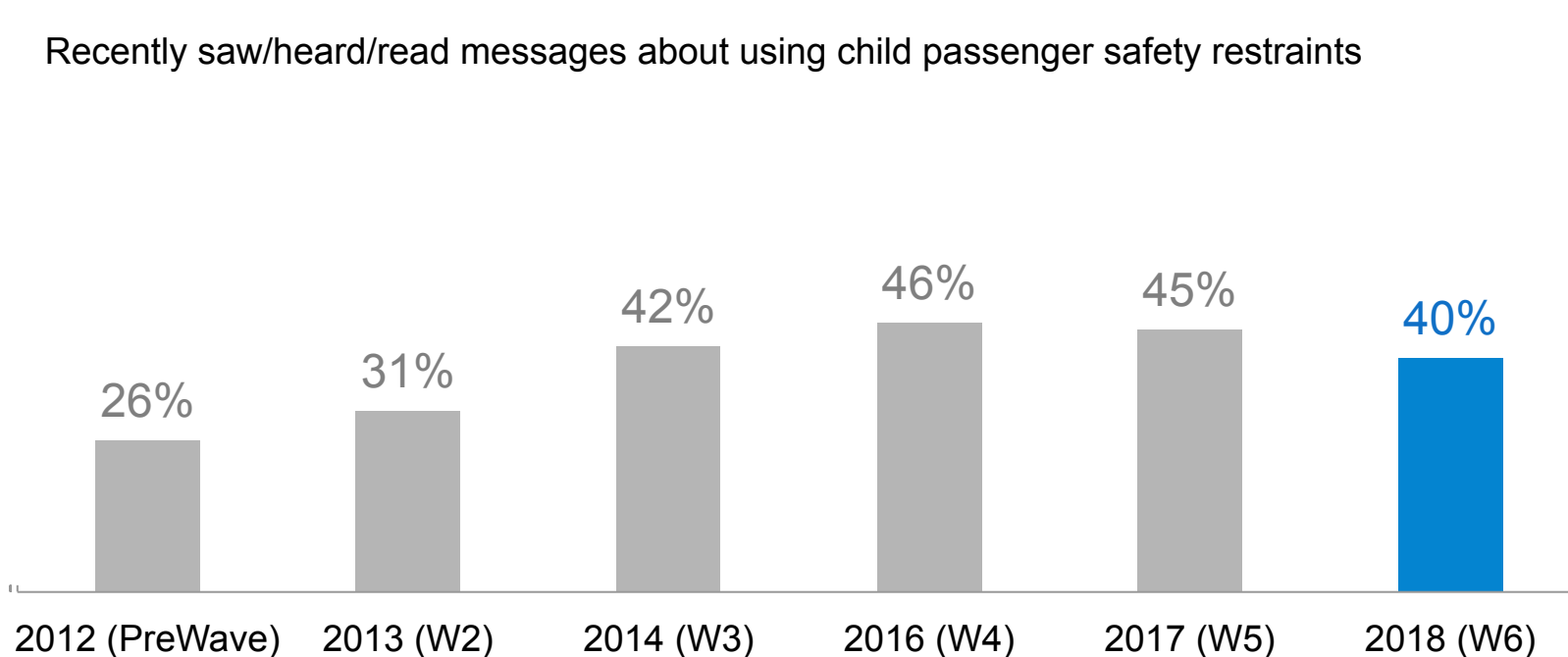


Education



Awareness

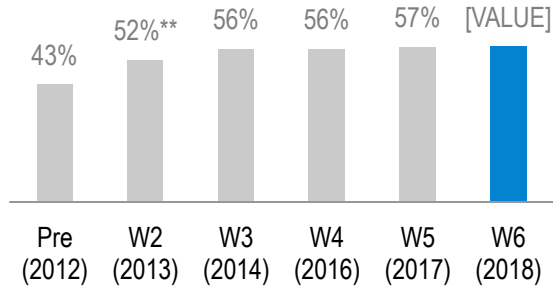
Issue Awareness is significantly higher than in 2012 and 2013 but declined from 2016 and 2017 levels.



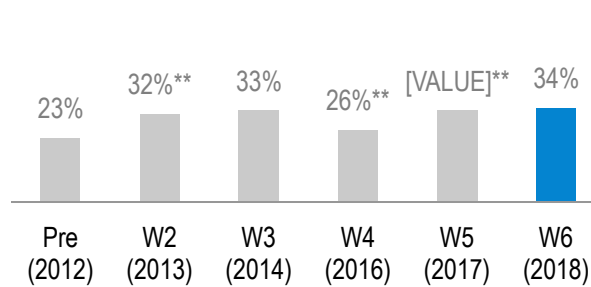
TV and digital ads continue to drive issue awareness.

- Issue awareness from all media types is significantly higher than 2012.
- Most levels held steady from 2017 to 2018; newspaper-driven awareness increased, while magazine-driven awareness fell.

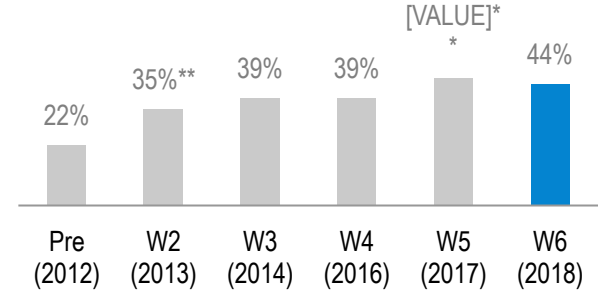
TV ad



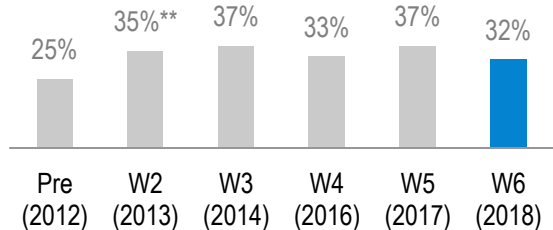
Radio ad



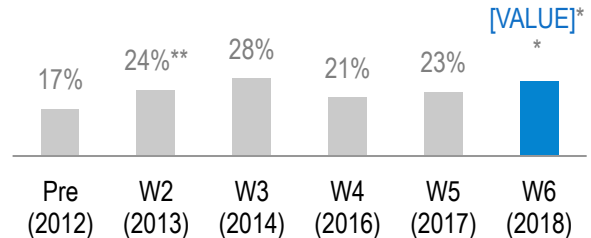
Web ad



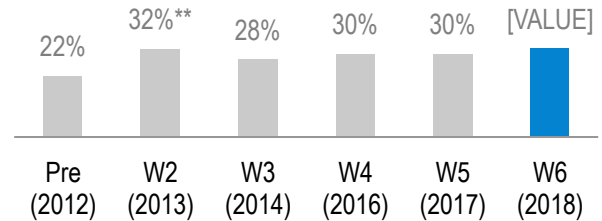
Magazine ad



Newspaper ad



OOH ad

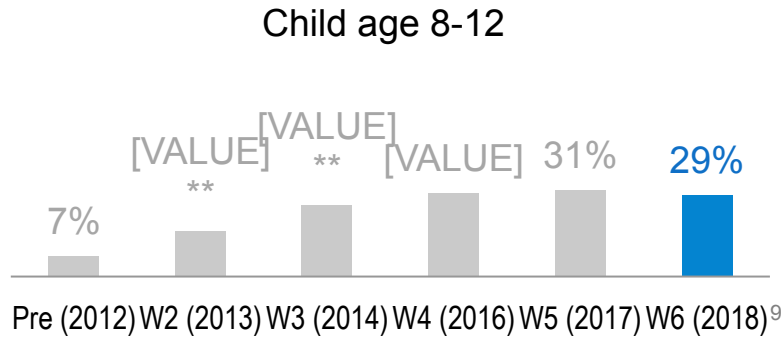
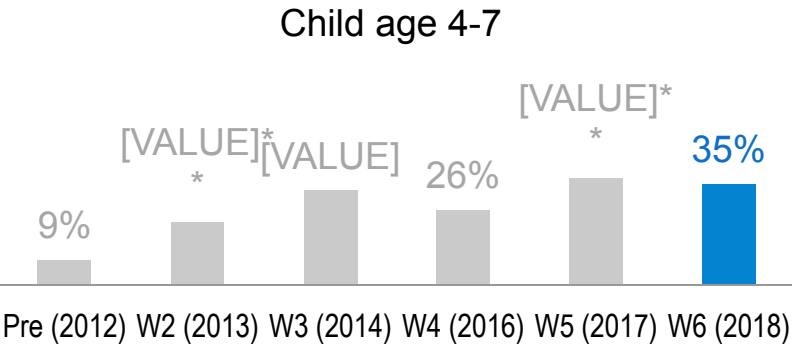
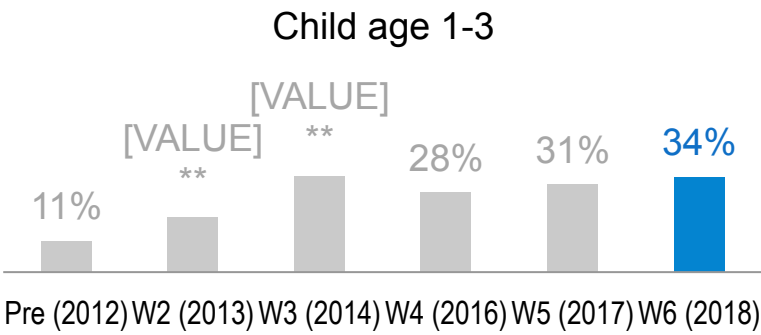
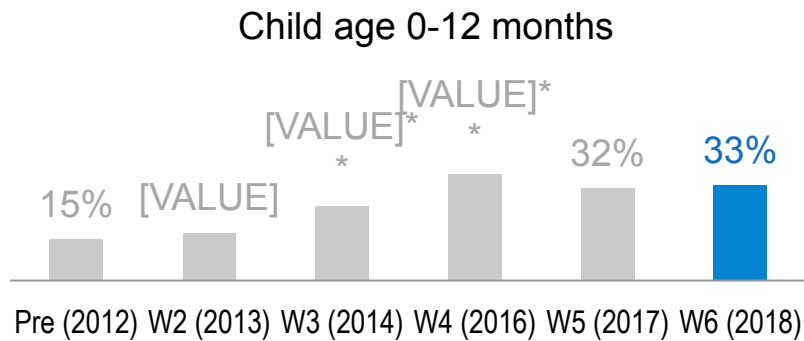


In **2018, one-third of respondents** recognized the campaign URL, SaferCar.gov/TheRightSeat, higher than Ad Council norms.

URL recognition has been stable since 2014, and is significantly higher than in 2012 and 2013.

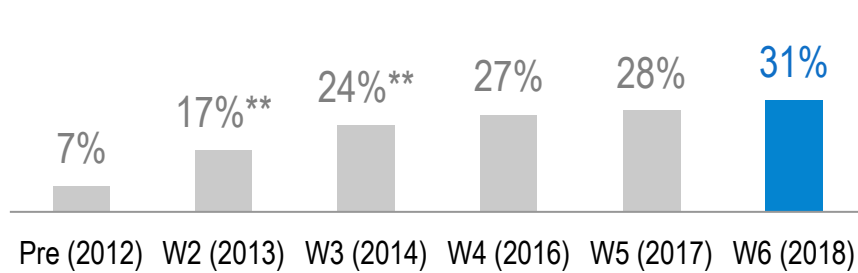


In 2018, about 3 in 10 parents of children in all age groups were aware of the website SaferCar.gov/TheRightSeat, stable from 2017. There is little variation by age of child.

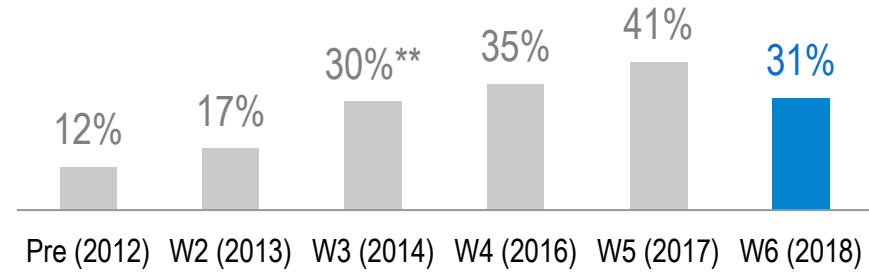


In 2018, URL recognition decreased directionally for African American and Hispanic respondents.

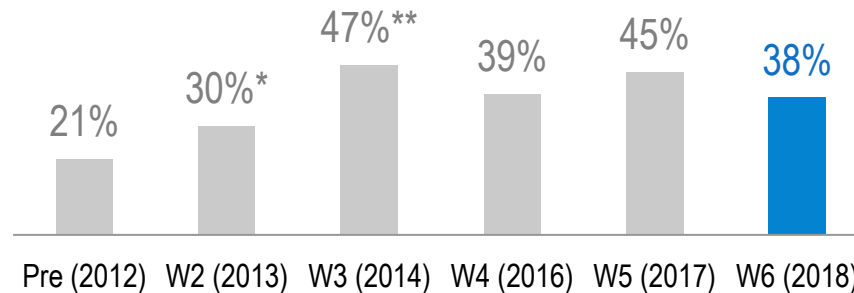
White Non-Hispanic



African American

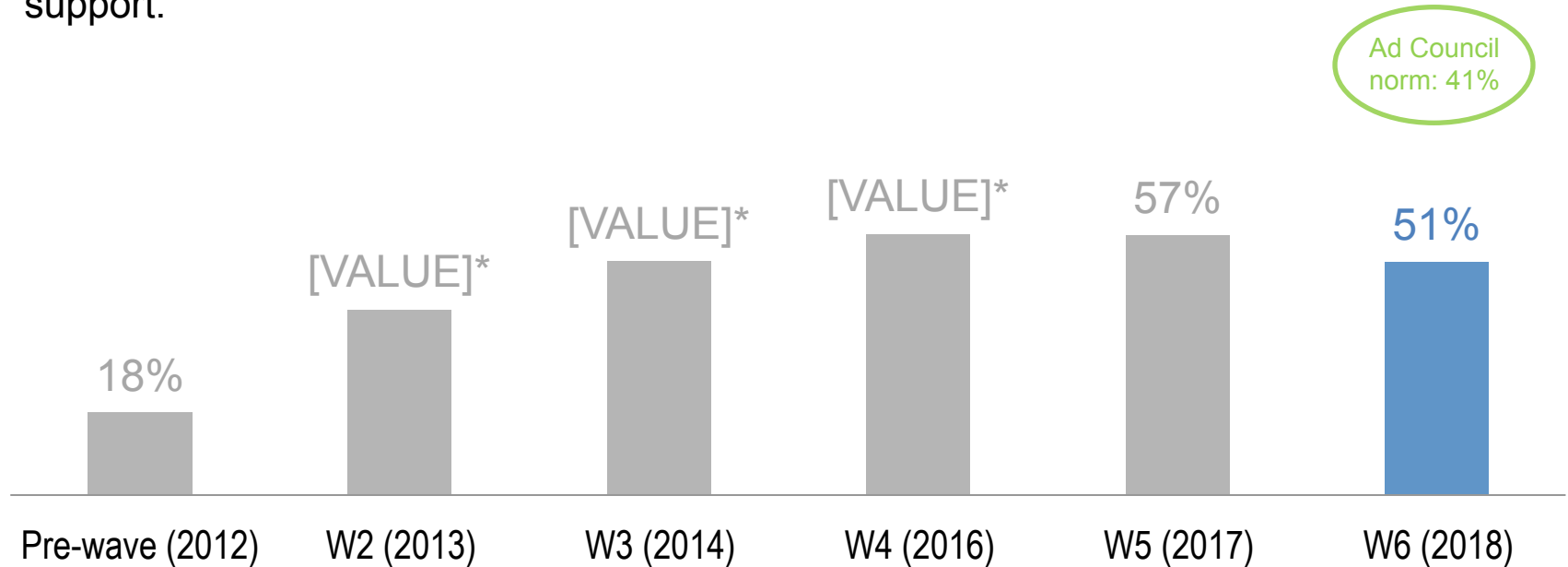


Hispanic



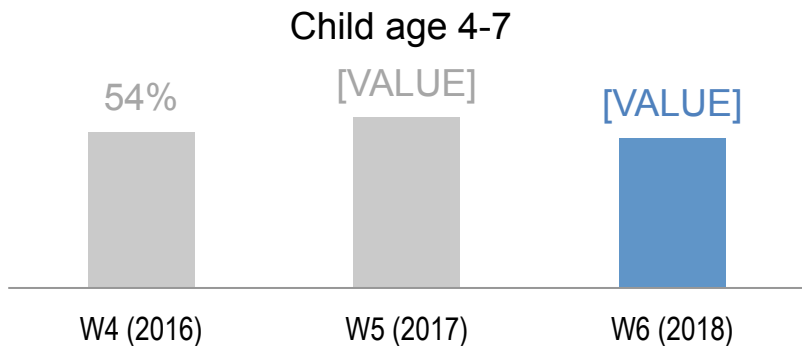
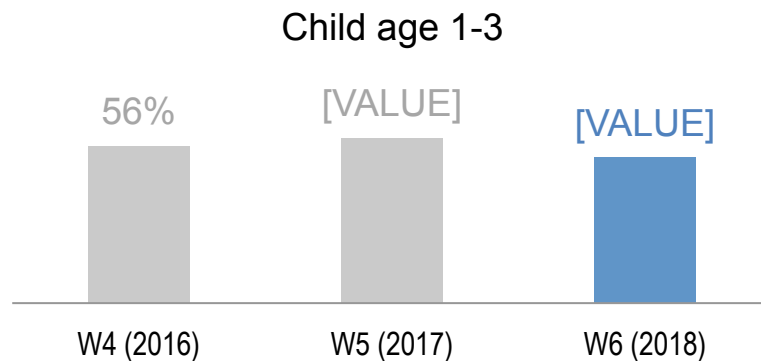
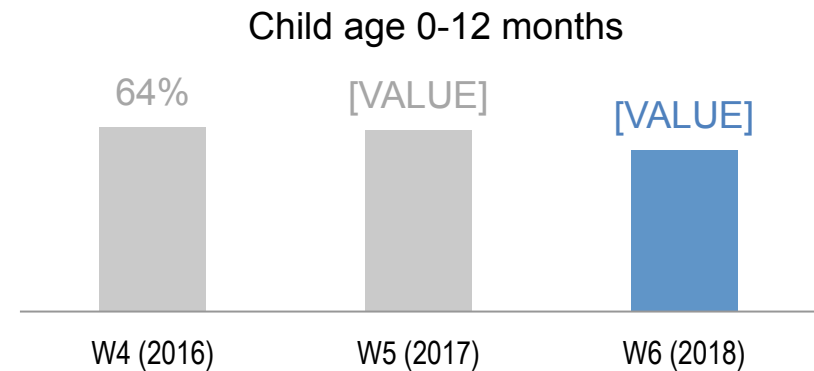
Net PSA recognition fell from 2016/17 to 2018, but is still strong and above Ad Council norms at half of parents (51%).

- The latest phase of work launched in 2015, so this may reflect declining donated media support.



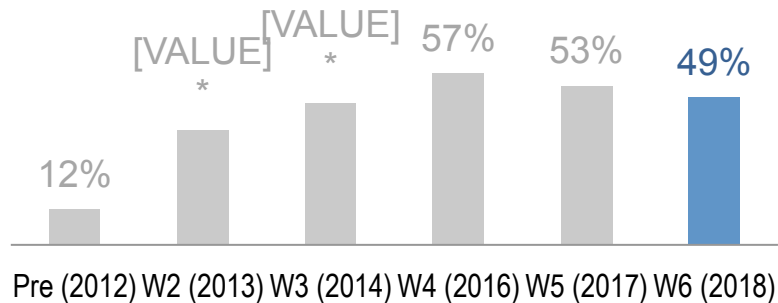
Ads included: TV: "Chairs," "Their Future," "Car Crash;" Radio: "Age Means Everything," "Let me ask you," "Overconfident;" Banners: "Car Crash;" Print: "Evolution" montage, "Know It Alls" print/OOH; Outdoor: "Car Crash"

In 2018, PSA Recognition softened among all parent groups. Parents of the youngest children are most aware of the campaign ads.

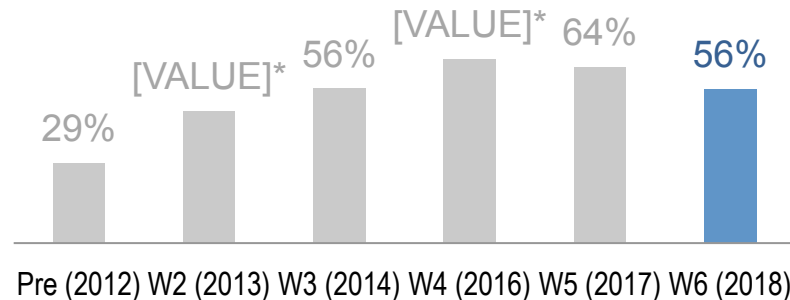


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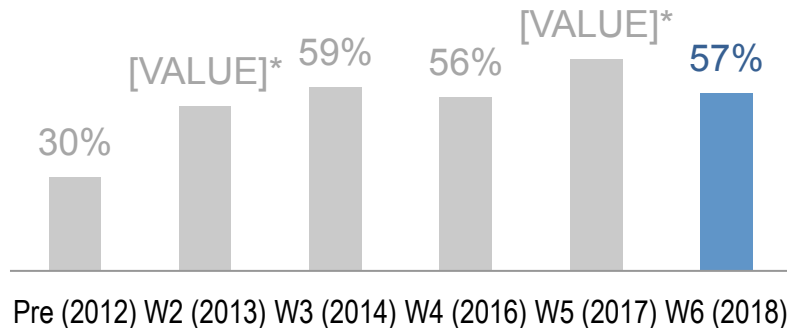
White Non-Hispanic



African American

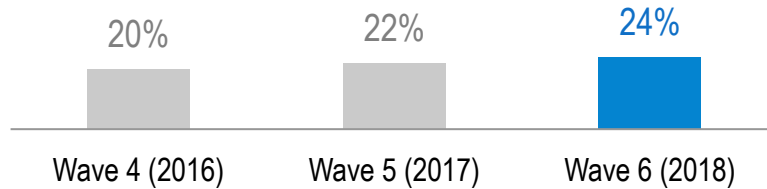


Hispanic

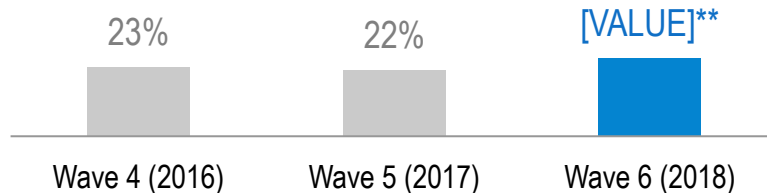


Recognition of the TV spot “Car Crash” is **24%** and grew slowly from 2016 to **2018**. Recognition grew from 2017 to **2018** for “Their Future” as well, from 22% to **26%**.

“Car Crash” TV



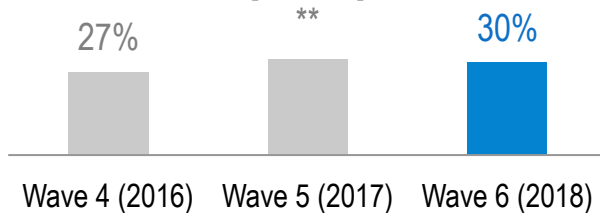
“Their Future” TV



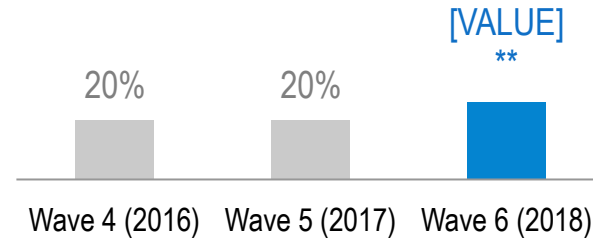
Of the ads that launched in 2015, recognition of the “Age Means Everything” radio grew significantly. The Evolution print/OOH grew from 2016 to 2017 and was stable into 2018.



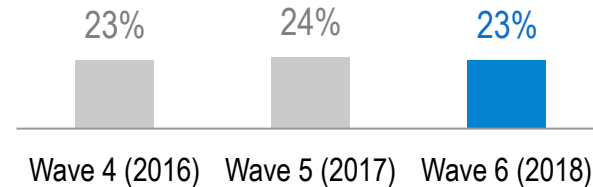
“Evolution” Print



“Age Means Everything” Radio



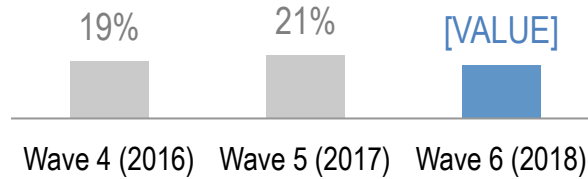
“Let me ask you” Radio



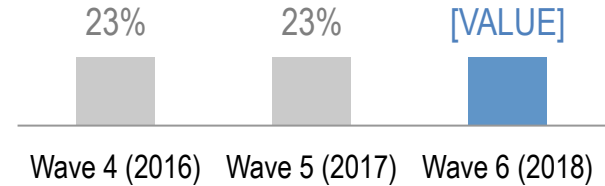
Recognition of the outdoor and banner ads was stable into 2018.



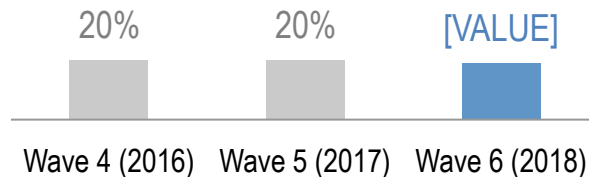
“Car Crash” Outdoor



“Know It Alls” Outdoor/Print



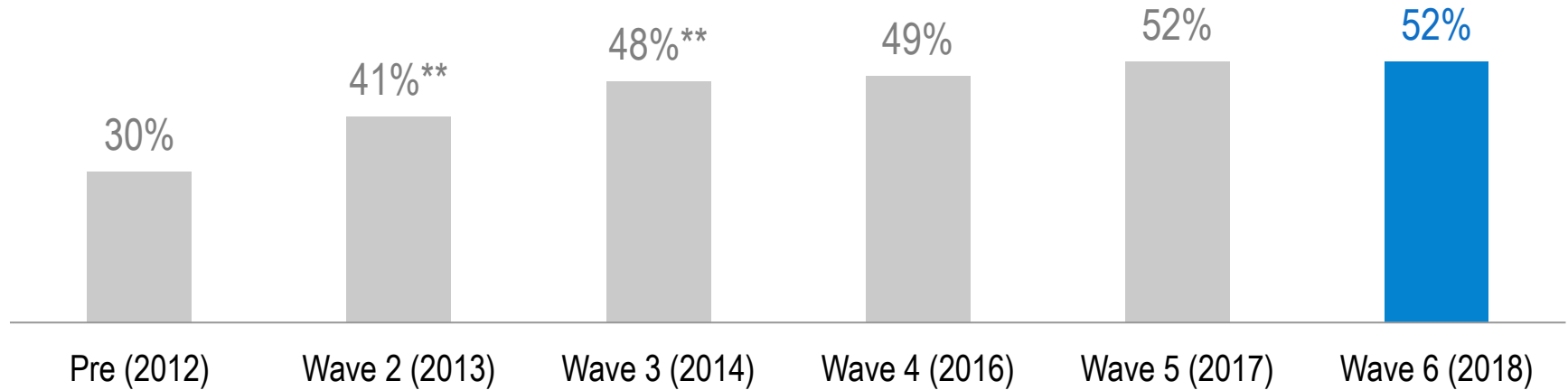
“Car Crash” Banner



Behaviors

In 2018, **52% of respondents** said they sought information about which car safety restraint is right for their child

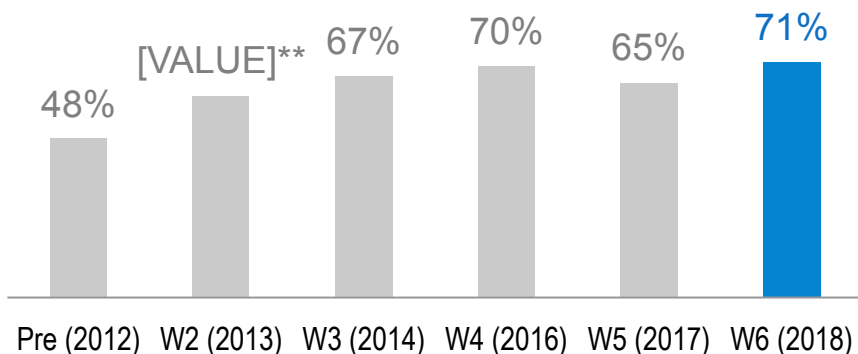
- Information-seeking is stable from last year but has grown significantly since 2014.



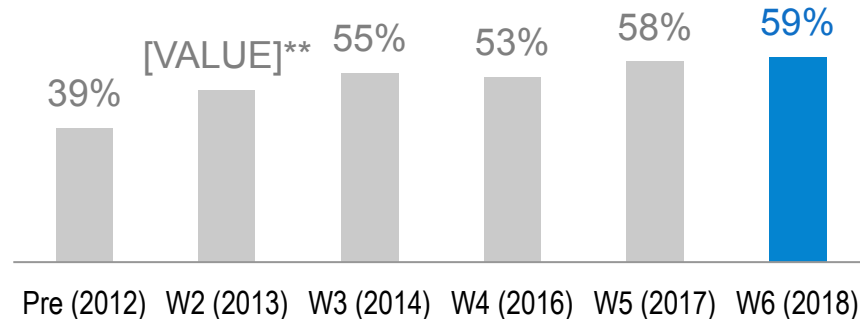
Information-seeking is highest among parents of younger children, and is significantly higher than baseline for all parent groups.

- Taking action increased directionally from 2017 to 2018 among parents of infants under 1.

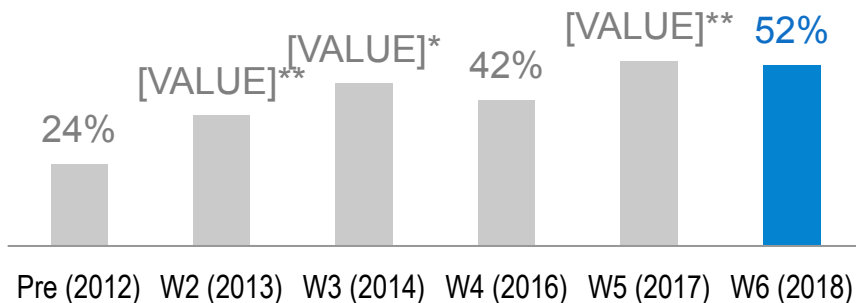
Child age 0-12 months



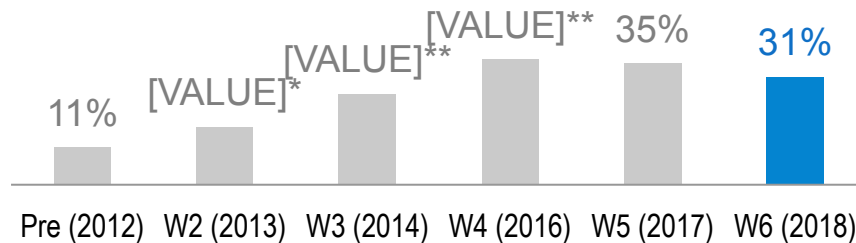
Child age 1-3



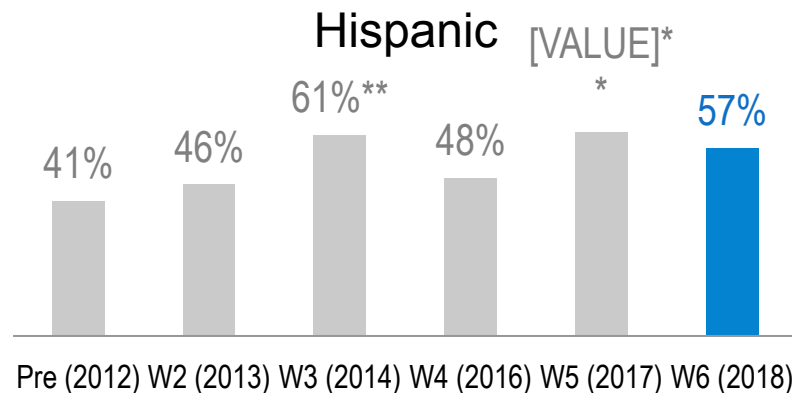
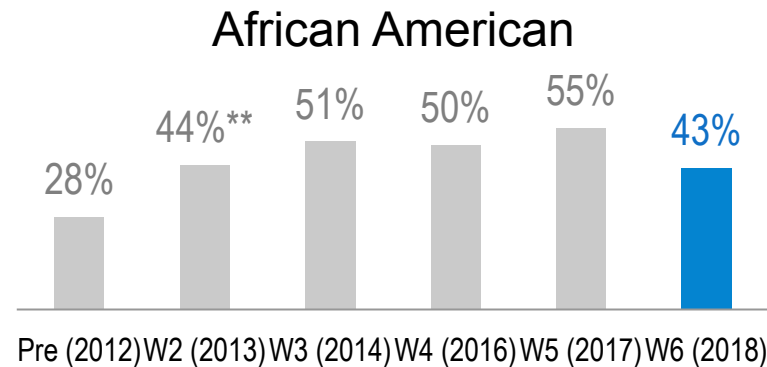
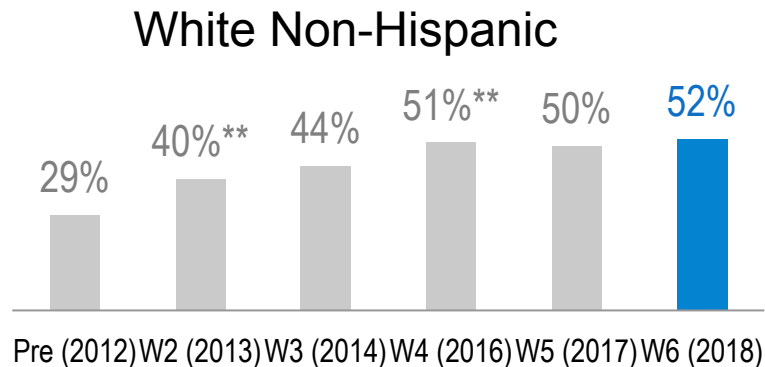
Child age 4-7



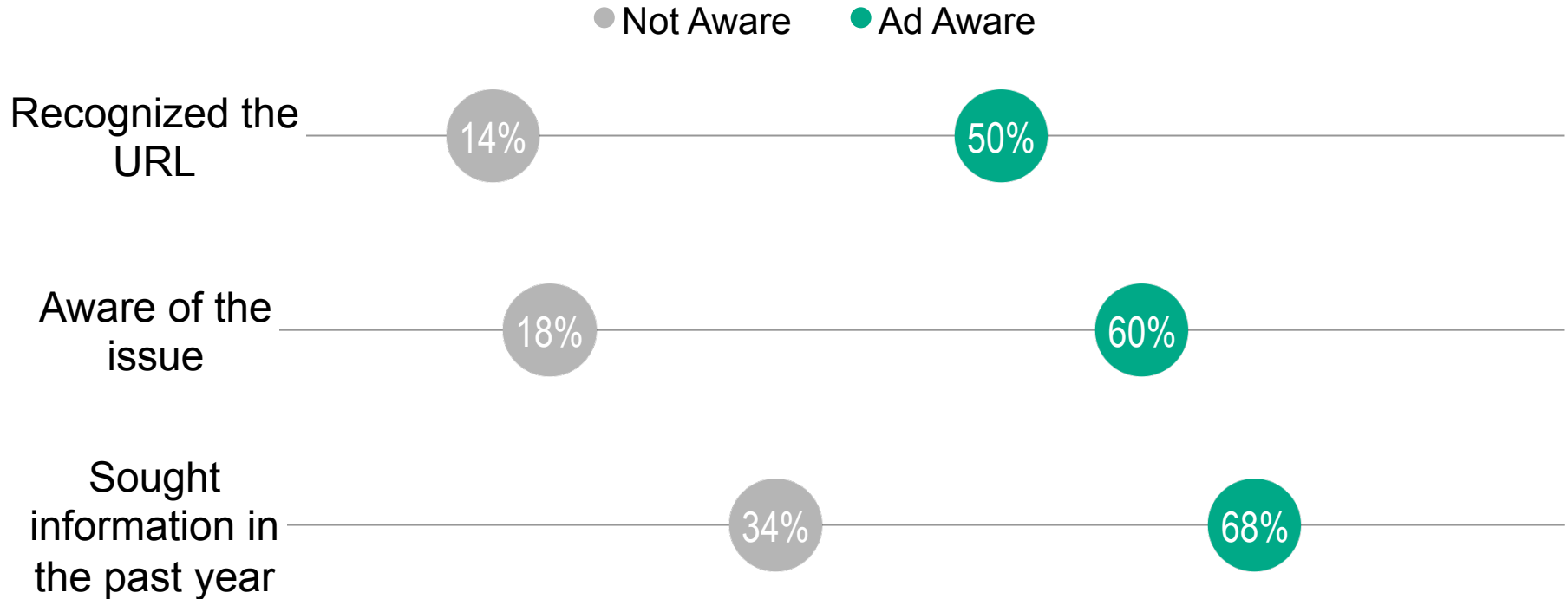
Child age 8-12



In 2018, the proportion of White Non-Hispanic respondents who said they sought information was stable, while reported information-seeking declined significantly among African American respondents.



In 2018, those who were **Aware** of the PSAs were significantly more likely to recognize the URL, be aware of the issue, and seek information than those **not aware** of the ads.



Summary

In summary...

Searching for information has grown significantly since 2014, and more than half of parents now report doing this. Those aware of ads, particularly OOH and digital, were more likely to do this.

Parents of younger children are more likely to seek information. URL awareness and information-seeking are lower among African-American and Hispanic parents, who may benefit from outreach.

Issue awareness declined slightly but remains strong. This could be a reflection of declining donated media support as the work ages.

Overall campaign awareness is still strong despite lower donated media; awareness continued slow growth for 2015 TV assets; new ads should drive growth in 2019.

Appendix

Sources of Awareness: car dealers, fitting stations, and newspaper and radio remain key drivers of awareness.

■

	Pre Wave	1st Post Wave	2nd Post Wave	3rd Post Wave	4th Post Wave	5th Post Wave
Automobile dealer						
Car seat fitting station	90%	82%	75%	81%	79%	77%
Newspaper ad	84%	80%	70%	76%	71%	70%
Radio program	83%	76%	72%	79%	77%	73%
Outdoor billboards or outdoor posters	79%	78%	76%	77%	76%	73%
Web ad	78%	68%	72%	70%	70%	68%
Newspaper article	78%	65%	61%	61%	54%	56%
Radio commercial	77%	73%	69%	76%	76%	73%
Magazine ad	77%	68%	67%	74%	67%	66%
Magazine article	75%	65%	63%	67%	63%	69%
TV program	73%	63%	59%	67%	66%	70%
Website content	69%	61%	52%	58%	56%	56%
Car seat or vehicle owner's manual	62%	60%	54%	52%	49%	55%
From friends or family	61%	49%	55%	58%	53%	54%
TV ad	58%	44%	45%	50%	43%	46%
Hospital or physician's office	57%	48%	44%	44%	43%	43%
Some other place	55%	54%	58%	60%	53%	54%
Social media	81%	78%	79%	81%	79%	83%
	-	-	-	-	-	36%

Thank you!